

## Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /046 W  
-----084724 121302Z /53

R 121123Z MAR 78  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7370  
AMEMBASSY ABU DHABI  
AMEMBASSY ATHENS  
USINT BAGHDAD  
AMCONSUL DHAHRAN  
AMEMBASSY DOHA  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMCONSUL KRACHI  
AMEMBASSY KUWAIT  
AMEMBASSY KABUL  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT

UNCLAS SECTION 1 OF 2 TEHRAN 02517

E.O. 11652: N/A  
TAGS: BEXP, IR  
SUBJ: FOOD PROCESSING AND PACKAGING EQUIPMENT  
EXHIBITION, MARCH 5-9, 1978

1. A TOTAL OF DLS 8,877,565 WORTH OF BUSINESS WAS REPORTED  
BY THE THIRTEEN PARTICIPANTS IN SUBJECT EVENT. OFF-  
THE-FLOOR SALES OF DLS 1,062,565 GIVES POSITIVE INDICATION  
THAT BOTH PRODUCT MIX AND AUDIENCE IDENTIFICATION  
WERE ON TARGET. EXHIBITOR SATISFACTION WITH THE SHOW WAS  
UNANIMOUS. 100 PERCENT OF THE PARTICIPANTS REPORTED  
FULLY ACHIEVING THEIR MARKETING OBJECTIVES. ALL NINE  
OF THE PARTICIPANTS LOOKING FOR REPRESENTATION APPOINTED  
OR ARE CURRENTLY NEGOTIATING WITH QUALIFIED  
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REPRESENTATIVES--SIX REPS WERE ACTUALLY SIGNED  
DURING THE SHOW.

2. UNFORESEEN DELAYS IN GETTING THE CATALOG BACK  
FROM THE PRINTER RESULTED IN A FORCED REDUCTION OF  
LEAD TIME IN MAKING MAILINGS TO SOME 2,000 END-  
USERS. TO COMPENSATE FOR THE NARROW TIME FRAME

WHICH PERMITTED ONLY TEN DAYS BEFORE OPENING TO GET PROMOTIONAL MATERIAL INTO THE HANDS OF TARGET AUDIENCE, A MAJOR NEWSPAPER ADVERTISING CAMPAIGN WAS LAUNCHED. BASED ON BOTH ATTENDANCE FIGURES AND BUSINESS GENERATED WE FEEL THE CONCENTRATED ADVERTISING SCHEDULED CONTRIBUTED SIGNIFICANTLY TO THE SUCCESS OF THE SHOW.

3. STANDARD REPORTING FORMAT FOLLOWS:

- (A) NUMBER OF PARTICIPANTS 13
- (B) NUMBER OF EXHIBITORS 13
- (C) NUMBER OTM EXHIBITORS 3
- (D) NUMBER NTM EXHIBITORS 10
- (E) TOTAL SALES OFF THE FLOOR 1,062,565
- (F) 12 MONTH PROJECTION 7,815,000
- (G) NUMBER OF LEADS OBTAINED 264
- (H) REPS APPOINTED DURING SHOW 6
- (I) REPS UNDER NEGOTIATION 25
- (J) OBJECTIVES ACHIEVED:
  - FULLY 13
  - NO 0
  - PARTIALLY 0
- (K) NUMBER OF REGISTERED VISITORS 407

4. COMMENTS FOLLOW:

AMERICAN CAN: IRAN APPEARS TO HAVE EXCELLENT POTENTIAL  
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FOR OUR PRODUCTS AND TECHNOLOGY. THE NEED EXISTS AND WE CERTAINLY HOPE TO PROVIDE EQUIPMENT, MATERIALS AND TALENT OF HIGH QUALITY NECESSARY TO SERVICE THIS MARKET AREA.

BEEHIVE EXPORT: GOOD SHOW--EVERYONE VERY COOPERATIVE-- EXPECT MARKET TO BE PROFITABLE TO BEEHIVE OVER THE NEXT FEW YEARS, BARRING ANY GOVERNMENT HURDLES ETC.

BETTCHE INDUSTRIES: THE SHOW AT THE TRADE CENTER HAS MADE IT POSSIBLE FOR OUR COMPANY TO BE EXPOSED TO THIS NEW MARKET IN A VERY COMPETENT AND EFFICIENT WAY. DEMACO DE FANCISCI: SEEMS TO BE AN EXCELLENT MARKET FOR THIS PRODUCT. TRADE CENTER HAS BEEN MOST HELPFUL. SHOW WAS WELL ORGANIZED AND WELL ATTENDED.

DOMAIN INDUSTRIES: HUGE POSSIBILITIES FOR OUR PACKAGING EQUIPMENT, BUT OPEN ONLY FOR WELL STRUCTURIZED IRANIAN COMPANIES. U.S. TRADE CENTER STAFF COOPERATION: EXCEPTIONALLY GOOD AND EFFICIENT.

ECONOCORP: ECONOCORP IS PLEASED WITH THE TRADE CENTER ACCOMPLISHMENT OF INTRODUCING TO US A MARKET WHICH SEEMS WELL SUITED FOR OUR PRODUCT LINE. WE EXPECT OUR INITIAL SUCCESS TO BECOME A STEADY SOURCE OF EXPORT ACTIVITY.

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /046 W

-----084726 121308Z /53

R 121123Z MAR 78

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 7371

AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

USINT BAGHDAD

AMCONSUL DHAHRAN

AMEMBASSY DOHA

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMCONSUL KRACHI

AMEMBASSY KUWAIT

AMEMBASSY KABUL

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

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GIRTON MFG: STAFF HAS BEEN MOST HELPFUL. SEVERAL GOOD PROSPECTS WERE OBTAINED. ONE SALE MADE ON THE FLOOR. ONE OF THE BETTER SHOWS WE HAVE TAKEN PART IN.

HOBART CORPORATION: THIS SHOW WAS A WELL ORGANIZED ONE. WE EXPECT BETTER MARKET FOR OUR PRODUCTS.

HOLLYMATIC: THE FUTURE FOR SELLING MEAT PROCESSING EQUIPMENT IN IRAN DEPENDS SUBSTANTIALLY ON THE POLICY THE GOVERNMENT IS GOING TO APPLY IN THE FIELD OF MEAT IMPORTS, LICENSES ALLOCATION AND RETAIL PRICE CONTROLS. THIS WILL DETERMINE FUTURE SALES POTENTIALS.

MANLEY: IT LOOKS LIKE AN EXCELLENT MARKET FOR OUR PRODUCT. SHOW WAS WELL ORGANIZED. THE STAFF IS QUITE COMPETENT AND HAS BEEN VERY HELPFUL.

MARSH STENCIL: WE ARE SATISFIED WITH THIS EXHIBITION.

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MARKET POTENTIAL IS HIGH. THE EFFORTS OF TRADE CENTER STAFF ARE APPRECIATED.

PROCTER & SCHWARTZ: MARKET FOR PROCESSED FOODS AND EQUIPMENT TO MANUFACTURE IS DEVELOPING VERY SLOWLY.

WE HOPE WE WILL SEE SOME RESULTS TO ENCOURAGE FURTHER EFFORTS IN IRAN. DOING BUSINESS IN IRAN SEEMS TO BE DIFFICULT AND WE HOPE COMMUNICATIONS WILL IMPROVE. RECEPTION AND INTEREST IS GOOD, TRADE CENTER IS TRYING HARD IN A DIFFICULT MARKET.

WERNER LEHARA: PERSONNEL VERY COOPERATIVE AND ATTENDANCE AS EXPECTED OF HIGH QUALITY. MARKET CONTINUES TO BE PRODUCTIVE AND WE WILL CONTINUE OUR EFFORTS IN IRAN.

SULLIVAN

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## Message Attributes

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